



Film and TV Weekly

VOICE OF THE ENTERTAINMENT INDUSTRY

Vol. 32, No. 14

Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915)

TORONTO, July 5, 1967

Quebec Okays Drive-Ins But Circuits Cautious

- Local by-laws expected to protract property deals and construction

With passage of Bill 52 by the Legislative Assembly after almost a week of bitter debate, drive-in theatres can now be built throughout the Province of Quebec but nobody, and most particularly the major exhibition circuits, seems in any hurry to put one up.

Famous Players, largest of the circuits, has announced option-taking on certain properties but, even with parliamentary approval

(Continued on Page 12)

TEE-OFF TIMES

All those wishing to golf in the annual Canadian Picture Pioneers tournament are advised to phone Max Davey at the Odeon-Coronet, 366-8897, NOW and reserve starting times. Davey will be available from 10 a.m. to 10 p.m. and will assign starting times from 7 a.m. to 1:30 p.m.

Chairman of the tournament is Zeke Sheine, assisted by Wannie Tyers and Andy Rouse. They promise all the entertainment, prizes, booty bags and laughs of previous years at the Aurora Highlands Golf Club, plus the added attraction of the new indoor swimming pool. Remember the date—Thursday, August 24.

Seven Arts Decision In Toronto, July 14

While Warner Bros. stockholders meet in Wilmington, Del., July 14, shareholders of Canadian-based Seven Arts Productions Ltd. will gather in the Empress Room of Toronto's Park Plaza Hotel to vote on the proposed purchase by Seven Arts of Warner assets.

Although it hadn't been confirmed officially, it was expected vice-president and Canadian general manager Charles S. Chaplin would be joined at the 7A Toronto meeting by company officials from New York, notably president Eliot Hyman and vice-

(Continued on Page 12)

Look Out, Jim Brown!



MERELY AN OPTICAL ILLUSION. What looks like a right hook is actually a conversational gesture by one of the guests attending MGM's recent *THE DIRTY DOZEN* world premiere in New York. Former football great, JIMMY BROWN (right), one of the stars of the picture, slipped this conversational "punch" at the opening reception, in Loew's Americana Hotel, and went on to spend three days with 200 international press-radio-TV representatives in a combined work-play, interview-social round of events. (More world premiere photos appear on Page 8).

Pioneer Of Year Award Voted Harold L. Pfaff

Fifteenth winner of the highly-prized Pioneer of the Year Award of the Canadian Picture Pioneers is Harold L. Pfaff, it was announced by Leonard Bishop, CPP president, last week in Toronto. Pfaff, named a life member of the organization at its first meeting in April, 1940 was selected by a committee headed by R. W. Bolstad and including all available past winners.

Pfaff for many years has chaired the CPP's Sick and Welfare Committee. "He has been absolutely devoted to his labors on behalf of the sick and unfortunate in our organization and the film business in general," President Bishop said. "There are many, many people who have been the beneficiaries of Harold Pfaff's thoughtfulness and regard during his long tenure as head of the Sick and Welfare Committee of the CPP."

The plaque symbolizing the honor will be presented to Pfaff at the Pioneer of the Year Award Dinner in the new ballroom of the Seaway Towers on Monday, September 25, first night of the

week-long industry meetings and trade show.

Born in Hamburg, Ontario, July 16, 1899, Pfaff entered the film business in 1915 as usher and assistant projectionist at the Garrick, Toronto. A year later he



HAROLD L. PFAFF

joined World Films (later MGM) as a shipper and was a booker when he left in 1919 to join As-

(Continued on Page 3)

Trade Show Locations At 'Premium' Stage

Choice locations for booths in the Canadian motion picture industry's 1967 combined trade show and industry convention Sept. 25-27 have already reached the "premium" stage, according to Jack Fitzgibbons, general chairman, who last week convened a briefing meeting for companies and organizations which have reserved space in the tradeshow area of Toronto's Queen Elizabeth Building, part of the CNE complex.

Interest in the overall event is also reflected by receipt of registration applications from in-

(Continued on Page 3)

On Int. Film Archivist Board

The Canadian Film Institute's Peter Morris has been re-elected treasurer of the International Federation of Film Archives, (IFFA). Morris, Canadian Film Archives curator, recently returned from the 23rd Congress of the International Federation in East Berlin where he met with film archivists from more than 30 countries. The International Federation of Film Archives represents film archives in 42 countries.

Much New Information In Year Book Changes

Every year at this time returns of listings for our Year Book reveal a wealth of information, previously unpublicized. Many of the changes and promotions are of importance but have been overlooked by the companies concerned, perhaps because greater things were happening in the company or because other vital things were happening in the industry. Below are some of the changes:

President C. R. B. Salmon of Odeon Theatres (Canada) has also taken over the job of chairman from Kenneth Winckles in Odeon and in the Rank Organization of Canada, with Frank H. Fisher being named vice-president

(Continued on Page 9)

Last Call For Movie Ballots!

Tabulation of the movie ballots in the established stars and newcomers poll has already started but exhibitors can still vote if they mail ballots immediately. The Motion Picture Theatre Associations of Canada intends to invite the winners to appear

personally in Toronto during the industry meetings September 25-27 but needs time to extend the invitations and make arrangements. It is certain to be a big boost for Canada's movie business as well as yours—so get your ballots in now!

THE EXHIBITOR'S GUIDE TO "A GUIDE FOR THE MARRIED MAN"

“When you stop to count, ‘A Guide For The Married Man’ has a lot of things going for it. A highly exploitable title, super-slick technical attributes, attractive and popular leads and possibly the longest list of professional comics in bits since Stanley Kramer’s ‘Mad World.’ Add to these a collection of the prettiest girls in one film within many years and the certainty that all exploitation stops will be out when it comes to selling the film. A cram course for the would-be philanderer... title, plus comic-cast, should make for big success.”

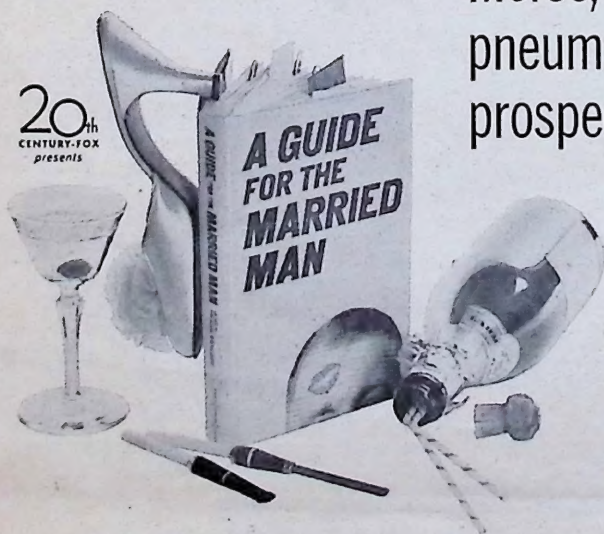
—Variety

“A better title for 20th Century-Fox’s ‘A Guide For The Married Man’ might well be ‘How To Commit Adultery in 10 Easy Lessons.’ For that’s exactly what this merry lark of a film is about. The actors are in the spirit of the picture one and all. The bouncy musical score by Johnny Williams is a big asset as is a title song sung by the group known as ‘The Turtles.’ It’s quite a parcel of talent — full of marquee-bait for promoting the picture.”

—Motion Picture Daily

“The handling is mature and refreshing. Matthau’s recent Oscar victory and the presence of Inger Stevens, Morse, a battery of top comedians and a full ration of pneumatic young ladies should insure excellent boxoffice prospects.”

—Hollywood Reporter



Starring
WALTER MATTHAU • ROBERT MORSE • INGER STEVENS • Guest Stars LUCILLE BALL • JACK BENNY • POLLY BERGEN • JOEY BISHOP • SID CAESAR • ART CARNEY • WALLY COX • JAYNE MANSFIELD • HAL MARCH • LOUIS NYE • CARL REINER • PHIL SILVERS • TERRY-THOMAS
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Panavision® • Color by DeLuxe

Hear THE TURTLES Sing "A Guide For The Married Man"

TRADE SHOW

(Continued from Page 1)

dividuals even before appropriate forms had been circulated, Fitzgibbons said. "They've been coming in from as far away as BC, which leads us to believe we'll have a record attendance."

Booth interest has been accentuated this year by provision of three best-in-show prizes instead of last year's singleton, won by Astral Films. Astral, according to all reports, is again going all out promotionally and has organized a contest for delegates, the payoff being an all-expenses trip for two to Paris via Air France. The company also will accentuate its association with American International Pictures. AIP's top brass, James Nicholson and Samuel Arkoff, are expected to attend, along with Nicholson's wife actress Susan Hart, and Peter Fonda and Sally Sachse, co-stars of AIP's *The Trip*.

Pioneer Of Year Award

(Continued from Page 1)

sociated First National, also as a booker. In 1921 he resigned from Associated First National to join Canadian Educational Films as branch manager and salesman.

After seven years, Pfaff resigned to take over the position

Chatfield Exhibits Paintings; Top Landscape Artist

One of the best-kept secrets within the Canadian film industry is the success and reputation of Tom Chatfield as one of the country's leading landscape painters. Chatfield, longtime member of Famous Players' art department, is exhibiting currently in Toronto's Sobot Gallery, marking the opening of Sobot's "centennial celebration." Chatfield's bold, authoritative style is particularly suited to Ontario's north.

of general manager of Canada for Tiffany-Stahl Productions Inc. Two years later he returned to Canadian Educational Films as branch manager, then took charge of Educational Films for Canada. From 1933 to 1948 Pfaff kept busy with the Paramount sales department in Toronto. In 1948 he formed Independent Theatre Services, of which he is still manager.

Pfaff is one of the best-known and most knowledgeable men in the Canadian film industry with a memory matching his experience. Hardly a day passes that he is not consulted on some obscure point of film history. Pfaff was one of the leading sources of material for the book on the Canadian movie industry which the late Hye Bossin was writing but did not live to finish.

CBC APPOINTMENT



LESLIE H. HOLMES was appointed Supervisor of Film Quality Control at CBC Head Office, Ottawa, on June 1, 1967.

In his new position Holmes will work with film manufacturers, producers and distributors, as well as film laboratories, in achieving and maintaining a film operation to assure the best broadcast quality.

Prior to this appointment Holmes served as Technical Director of the Government Photo Centre in Ottawa. He joined the National Film Board in 1962 as Photographic Research Officer, Technical Research Division, and was engaged in planning and designing automated processes and equipment for the Photo Centre.

Holmes graduated from the Photo Technology Department, Rochester Institute of Technology in Rochester, NY, in 1948, and worked in the photographic industry as a color printer and gravure color cameraman. From 1949 to 1962 he was chief instructor in photographic arts at the Ryerson Institute of Technology in Toronto. He is producer of the Holmes-CBC calibrated television test slides and films for tele-cine set-up purposes, which provide the basis for consistent high quality in the playback of film programs.

Holmes was born in Fredericton, NB, in August, 1922, attended high school at Chatham, NB, and is a graduate of Teachers' College, Fredericton. He taught school in New Brunswick for two years and served as a bombing instructor in the RCAF for three years.

Loew's Opens Its First Canadian Drive-In



LOEW'S DRIVE-IN, called the 7 & 27, first for the company in Canada, was opened officially last week on the northwest perimeter of Greater Toronto (on Hwy. 27 a mile north of Hwy. 7), not far from Toronto's International Airport. Industry executives from Canada and the US attended the opening, some of whom are pictured above. TOP ROW, giant outdoor screen frames three UA executives, Gene Tunick (left) eastern and Canadian divisional manager; James R. Velde, v-p and general sales manager (both from NY) and George Heiber, Canadian supervisor. Next photo sees Sam Ulster, Toronto partner in the new drive-in, with R. W. Bolstad (right), president of Famous Players. Next in line are Morey Hamat (left), UA's Toronto manager; Herb Mathers, general manager Empire Films; Bernie Diamond Loew's Inc., New York. Celebrities and critics also attended. Film reviewer Gerald Pratley (dark glasses) shares table with Mr. Universe (David Draper,

appearing in *Don't Make Waves*) in background. SECOND ROW shows chalet-type concessions area, featuring laminated pinewood interior. Middle photo catches Leonard Bernstein (left), Columbia general sales manager, and Mark Plottel, general manager Universal Pictures. In third photo are Irving Stern (left), Warner Bros. sales manager; Jack Bernstein, v-p and general manager for IFD; Babe Coval, Warner's Toronto manager, and Al Dubin, Warner's advertising-publicity director. BOTTOM ROW at left is Ernie Emerling (light jacket), v-p advertising-publicity for Loew's, NY, with two guests. Spaciousness of concessions area is evident in next photo. Third shot catches George Destounis (left), Famous executive vice-president, with Bill Murray, also of Famous. Final shot shows Jack Clarke (right) retired after many years as Loew's Toronto chief, chatting with George Heiber.

Staff photos

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CHARLENE HOLT · PAUL FIX · ARTHUR

Based on the novel

THE STARS IN THEIR COURSES by Harry Brown

DIRECTED AND PRODUCED BY

HOWARD HAWKS